TOMORROW'S IDEAS IN HOME DECORATION

M. Alexander



Tomorrow's ideas in home decoration



You are two people when you plan new rooms for your home. First, you are a designer concerned with color schemes—with decorating styles—and with floor and fabric patterns. Second, you are a housewife whose primary concern is to design a room that's *practical*—space-saving and easy to clean. This book contains scores of grand decorating ideas which will help you be both people. We think you'll find it mighty interesting to follow them.

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ARMSTRONG CORK COMPANY • FLOOR DIVISION • LANCASTER, PA.

A welcome change



Linoleum floors bring out the rich beauty of the finest fabric rugs. Here a floor of Armstrong's Marbelle Linoleum No. 021 with a band of Plain Brown No. 20 acts as a foil for the rug in winter—and at the left—as a sensible allover floor when warmer weather arrives and rugs are stored during the summer.

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"I'd like to know . . ."

Before you start planning your rooms, we're sure you'd like to know a number of things. So we're taking the liberty of anticipating a few of your questions. Here are the ones most frequently asked us about the use of linoleum floors. They deal with everything from the colors available in Armstrong's Linoleum to questions on decorative schemes and matters of housekeeping importance. It will be well worth your while to read each one carefully. The answers have been supplied by Armstrong's decorators.



WHAT IS LINOLEUM?

Linoleum is a resilient flooring consisting of a composition which is firmly bonded to a burlap backing. The composition is made of oxidized linseed oil, cork or wood flour, waterproofing resins, and color pigments.

ARE LINOLEUM FLOORS EXPENSIVE?

Linoleum floors are only slightly higher in first cost than other fine floors, but they save you money in the long run because they never require expensive refinishing.

ARE LINOLEUM FLOORS SANITARY AND EASY TO CLEAN?

Yes, see page 22 for details.

HOW LONG WILL A LINOLEUM FLOOR LAST?

Armstrong's Linoleum Floors have been in service fifteen to twenty years or even longer. Improved manufacturing methods should mean even longer life for linoleum being made today. Armstrong's Linoleum is manufactured to specifications even more rigid than U. S. Government standards.

HOW MANY KINDS OF LINOLEUM ARE THERE?

There are seven main types: Plain, Jaspé, Marbelle, Monobelle, Embossed Inlaid, Straight Line Inlaid, and Printed. Some of these are illustrated on pages 24 to 30. Your Armstrong dealer will be glad to show you others.

SUPPOSE NONE OF THE STANDARD PATTERNS SUITS ME?

If you cannot make a selection from Armstrong's standard patterns, you can create individualized effects with Armstrong's Ready-Cut Linoset design elements. (See pages 20 and 21.)

WILL THE COLORS WEAR OFF LINOLEUM?

Except in Printed linoleum, the colors run through the full thickness of the material. They will last as long as the linoleum itself.

IN HOW MANY THICKNESSES IS LINOLEUM MADE?

There are three thicknesses which are generally used in residential construction: Heavy ($\frac{1}{8}$-in.); Medium ($\frac{3}{32}$-in.); and Standard ($\frac{5}{64}$-in.) gauges. These provide for every residential floor requirement and every budget. Two other thicknesses—6 mm. (about $\frac{1}{4}$-in.) and $\frac{3}{16}$-in.—also are available for use where traffic conditions are unusually severe.

"I'd like to know" } *continued*



CAN RUGS BE USED WITH LINOLEUM?

Certainly, linoleum is a flooring, not a floor covering. Rugs should be used with it, as with any other flooring. The handsome colors in a linoleum floor bring out the rich beauty of color in fine rugs. Linoleum can be used without rugs, of course, a feature that makes it desirable where the buying of rugs must be postponed, or when rugs are stored during the hot summer months.

ARE LINOLEUM FLOORS IN GOOD TASTE FOR PERIOD ROOMS, SUCH AS SPANISH, EARLY AMERICAN, COLONIAL, ENGLISH, MODERN, ETC.?

Yes. Properly chosen linoleum floors harmonize with every style of interior decoration.

IS LINOLEUM CORRECT FOR LIVING-ROOMS, DINING-ROOMS, BEDROOMS, ENTRANCE HALLS, AND OTHER ROOMS BESIDES KITCHENS AND BATHROOMS?

Yes, Armstrong's Linoleum is being used for every room in the house by many of the country's leading architects and interior decorators.

AREN'T LINOLEUM FLOORS COLD?

Floors tend to assume the temperature of the room. Linoleum is no colder than any other flooring; and because it is practically a one-piece floor, it does not permit drafts to come in through the floor boards. Also, because it is laid over lining felt, it retards the escape of heat into cold basements.

DOES HEAVY FURNITURE DENT LINOLEUM?

Although linoleum is a resilient material, heavy furniture should always be supported on inconspicuous Armstrong Furniture Rests, which are sold by most stores handling Armstrong's Linoleum.

WHAT IS THE APPROVED WAY TO INSTALL LINOLEUM?

Over wood subfloors, linoleum should be cemented to a layer of Armstrong's Lining Felt, which in turn is pasted to the wood base. Where water is likely to be spilled, the seams should be protected with Armstrong's Waterproof Cement. (See page 23.)

WHY IS LINING FELT NECESSARY?

At different seasons of the year, floor boards expand and contract. If the linoleum were cemented direct to these boards, the movement might tear the linoleum or cause it to buckle. Lining felt takes up the movement of the boards and thus protects the linoleum. It also makes the floor warmer, quieter, and more comfortable.

CAN LINOLEUM BE LAID OVER SUSPENDED CONCRETE OR METAL FLOORS?

Yes. The use of lining felt in this case is optional, but desirable.

CAN LINOLEUM BE LAID IN BASEMENTS—OR OVER WOOD OR CONCRETE FLOORS THAT ARE IN DIRECT CONTACT WITH THE GROUND?

Linoleum is not recommended because of the dampness that is likely to be present in such floors. Armstrong's Asphalt Tile is the only resilient flooring recommended.

WILL LINOLEUM CURL AT THE SEAMS AND WILL THE SEAMS BE CONSPICUOUS?

Properly installed, linoleum will not curl, and the seams will be practically invisible. Because rolls of linoleum are six feet wide and about ninety feet long, few seams will be necessary in a room of ordinary size.

SHOULD LINOLEUM FLOORS BE INSTALLED WITH BORDERS?

Borders are not essential, but they are usually desirable. To make the creation of simple borders inexpensive, Armstrong offers ready-cut border strips and accent strips in convenient sizes.

IS LINOLEUM A QUIET FLOORING?

Yes. A resilient linoleum floor is quieter under impact and footsteps than hard flooring.

HOW SHOULD A LINOLEUM FLOOR BE FINISHED AT THE BASEBOARDS?

Any type of baseboard may be used; but Armstrong's Flash Type Cove Base is recommended. This device provides an attractive curved joining of the floor and wall, thus preventing dust from collecting and making sweeping easier. Both types are offered in colors to harmonize with linoleum and Linowall.

CAN LINOLEUM BE REMOVED AND REUSED?

Yes, if it is pasted over Armstrong's Lining Felt.

CAN I LAY LINOLEUM MYSELF?

We do not recommend it. Linoleum laying requires skill and a large assortment of special tools. It is more economical and more satisfactory to have the work done by an experienced Armstrong merchant, in accordance with standard Armstrong specifications.

CAN LINOLEUM BE BOUGHT DIRECT FROM ARMSTRONG?

No. Armstrong's Linoleum is sold through department and furniture stores, by floor contractors, and in specialty shops. For the names of local merchants, write to Armstrong Cork Company, Floor Division, Lancaster, Pa.

CAN LINOLEUM BE USED AROUND TUBS, SINKS, AND OTHER FIXTURES WHERE WATER IS SPILLED?

Yes. Any seams at these points are made waterproof when the linoleum is being installed. Spilled water should be wiped up as quickly as possible, however.

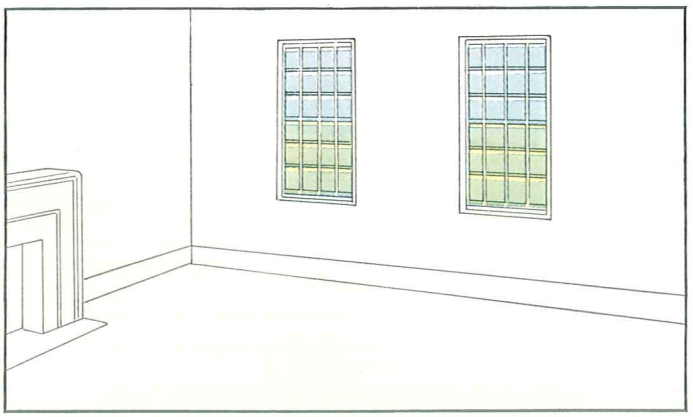
IS LINOLEUM MORE SANITARY THAN BOARD FLOORS?

Yes. There are no open cracks to collect dust and germs. The lining felt, the tightly cemented seams, and the large unbroken areas of linoleum prevent drafts from rooms below. (This is important where children play on the floor.) Many scientists believe that linoleum acts as a germicide. (Hospitals are large users of linoleum.)

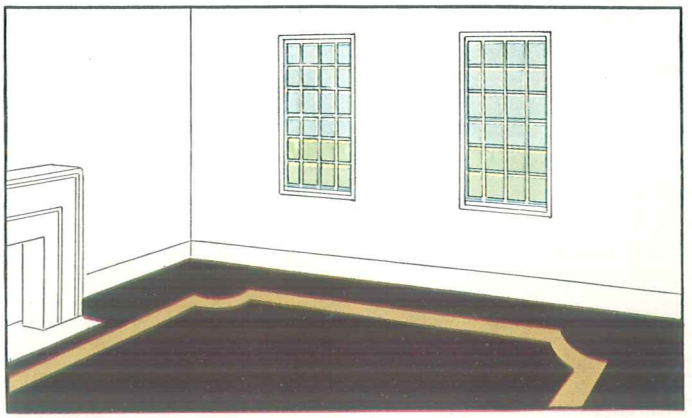


A picture lesson in room planning

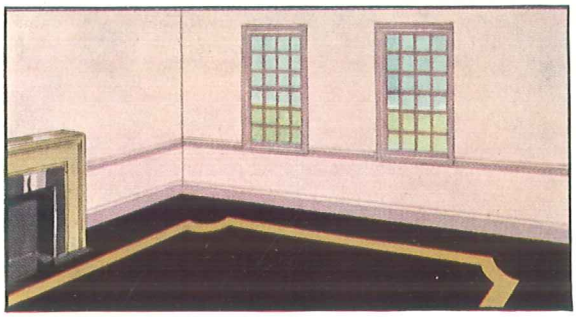
Here is the professional way to plan a room—*from the floor up*. After selecting the colors, patterns, and custom-effects you desire in Armstrong's Linoleum, you proceed with wall colors, ceiling effects, wood trim, draperies, and finally to your actual room furnishings. By starting with the floor when planning your decoration, you will find it easy to achieve *room harmony*.



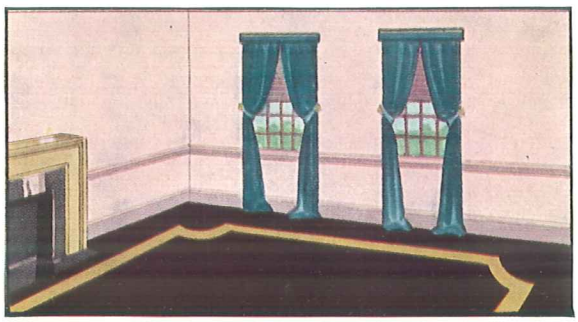
The secret of room planning is to make the floor a definite, colorful part of the picture. Instead of being considered last—or not at all—the floor is the very first thing that an experienced decorator decides to do something about! So, here, we start with a bare room and an uncovered floor.



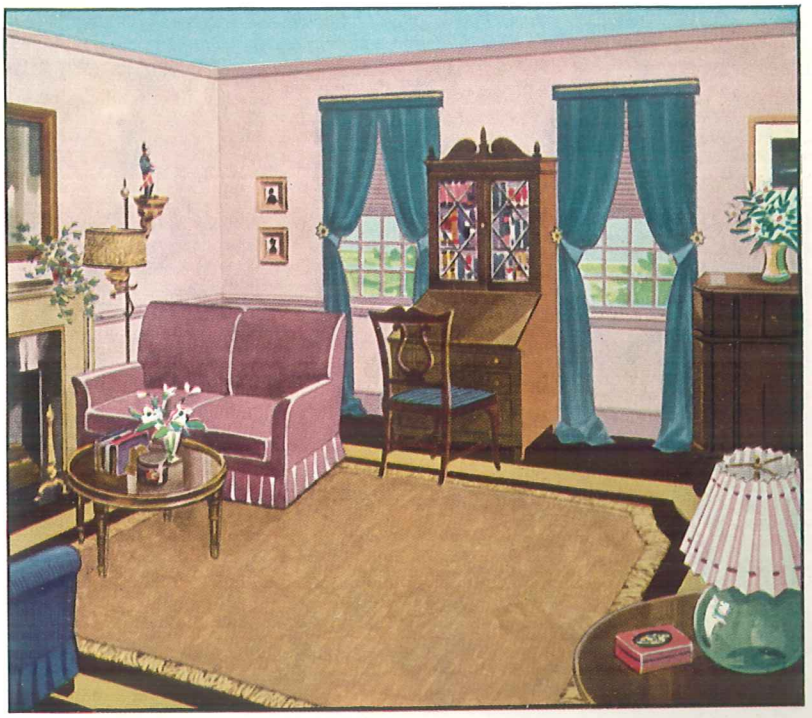
Today, thanks to modern linoleum, it is easy to do something about floors. In the above illustration we've covered our room with an attractive custom floor design achieved with Armstrong's Eggplant Plain Linoleum No. 47 with an attractive band of Fawn Plain Linoleum No. 45.



The color scheme for our room is still growing. The walls, the trim, and the fireplace take on color and we begin to get a much clearer idea of the room beauty that lies ahead.



Now we choose draperies for our room and add still more color—yet everything that has been selected harmonizes with the foundation of our color scheme—the linoleum floor.



Now we have our finished room, with complete color harmony achieved through sound, decorative planning. Note particularly how the linoleum floor acts as a foil for the fine fabric rug. It also will provide an attractive allover floor when the rug is stored.





Your guests will feel at home . . .

They will enjoy this really livable room, which formerly was just an ordinary spare room. The remodeling began with this floor—Armstrong's Rose Taupe Jaspé Linoleum, set off with feature strips of jade and eggplant. Note the lush scatter rug placed inside the Linostrips, demonstrating another smart use of rugs over linoleum floors. In addition to its beauty, linoleum offers comfort and quiet.

These before-and-after pictures . . .



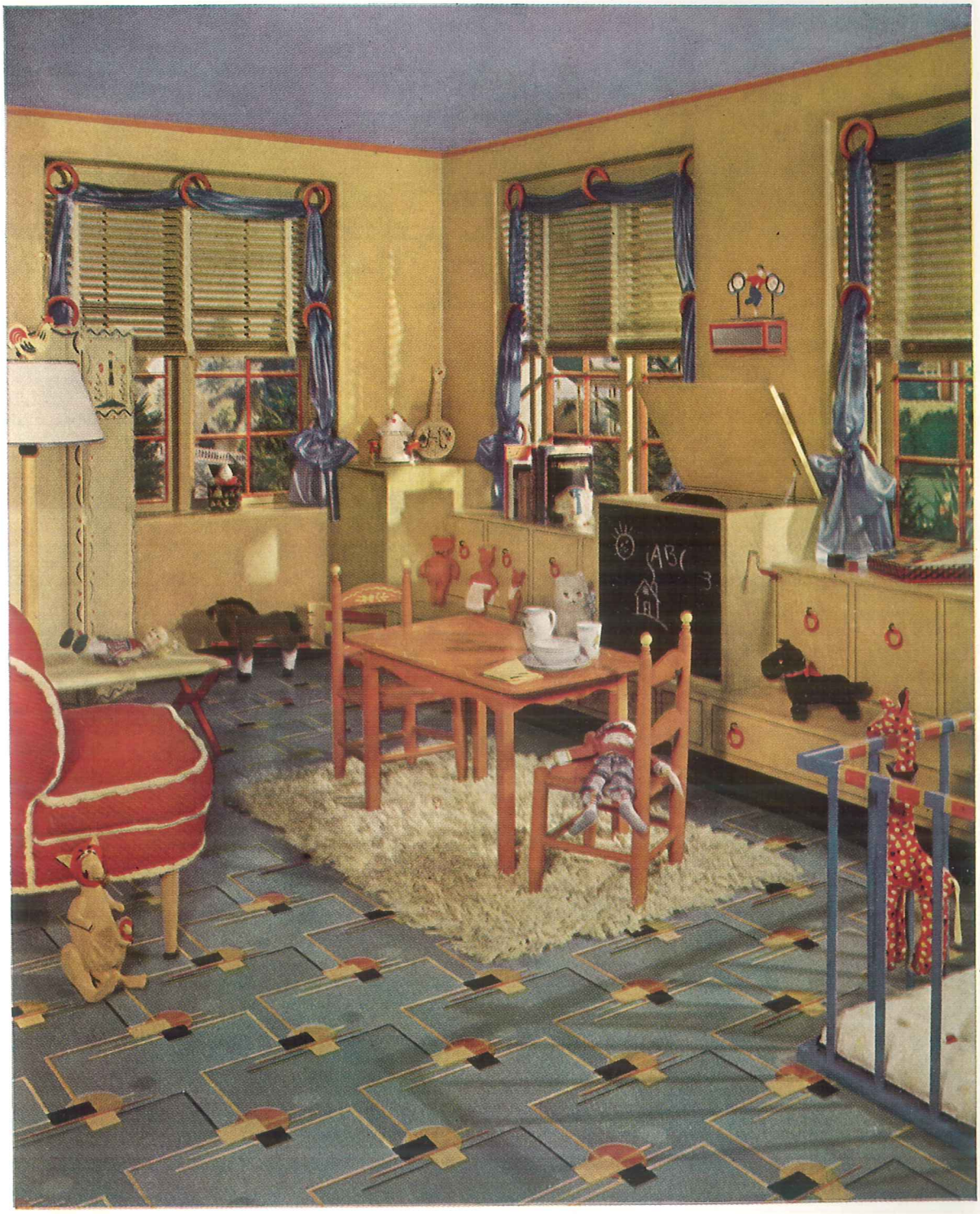
Here's pictorial proof of how an ordinary room blossoms when you start with the floor. The rich green field of Armstrong's Linoleum, smartly inlaid with white and rosettes of green, set the style for the whole room scheme. From then on redecoration was easy. And from then on cleaning this stylish room became a joy to the clever woman who planned this transformation. Even when youngsters spill sticky things like jam, a damp cloth, lightly whisked over the surface of this easy-to-clean floor, will remove every trace. Long wear was assured by cementing the linoleum over felt.



This floor fits a hobby...



With father and son both interested in Indian lore, no floor could be quite as appropriate for a hobby room as this Navajo Indian design achieved with plain colors of Armstrong's Linoleum, firmly cemented in place over cushioning lining felt. Mother had a clever idea when she rounded up all the prize possessions of her "two Indians" and created this charming and distinctive spare room under the eaves.





Here's a sun porch playroom . .

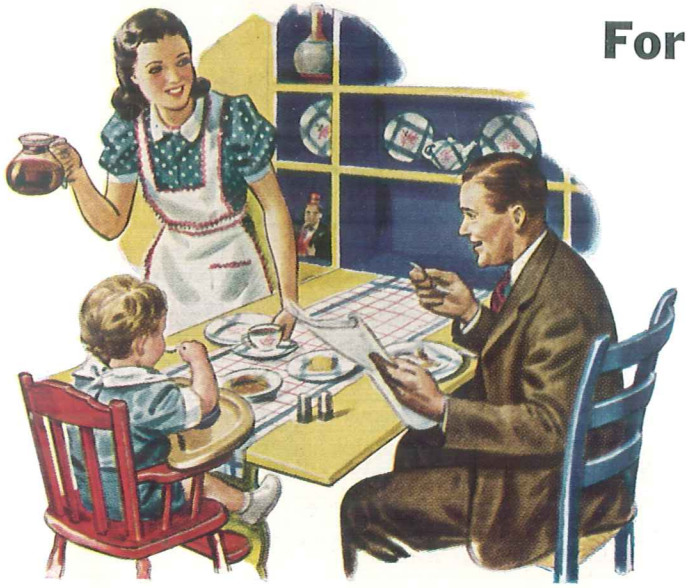
This room has a floor that is comfortable and safe for any baby to play on. It's Armstrong's Embossed Linoleum No. 5651 and there isn't a single crack to catch and to hold dirt—or germs. Here's a floor that keeps its spick-and-span appearance with scarcely any attention. Walls of Armstrong Linowall, like the Pine No. 735 used here, also help save housework. Wiping with a damp cloth removes finger prints and smudges.

Room for a sportsman . . .



This room will captivate a sportsman who now has his precious equipment stored here and there all over the house. No mere woman can appreciate the affection a man has for these inanimate adjuncts to his out-of-doors pursuits, and she is often secretly annoyed at the nuisance of them. Here's a room that will keep the home fires burning brightly. It speaks for itself with its place for everything—golf bags, fishing tackle, guns, and trophies—and with the grandest rich wine red Embossed Linoleum No. 6284 for the floor.





For the young mother . . .

Minor miracle for the young mother—a kitchen incorporating a play pen and an indispensable breakfast unit all in one. Jolly rambunctious color gives a happy-go-lucky air to this really workmanlike room. The floor —Armstrong's Embossed Inlaid No. 3431 bordered in bright red, blue, and yellow linoleum—sets the pace. The walls of Canary Linowall No. 734 and the sink and counter tops of plain blue linoleum are also washable. Without a spot for dirt to lurk in, this kitchen is an ideally sanitary place to park the baby as well as a life and beauty saver for the baby's busy mama.





Beauty in your bath . . .

For beauty, begin with an Armstrong Floor. The clever woman who planned this bathroom started with a custom-design in Armstrong's Linoleum. She combined tones of Marbelle No. 025, a scalloped band of Oriental Blue No. 43, and a border of Midnight Blue No. 30. Water cannot harm the walls because they're completely covered with washable Armstrong's Linowall.

Sprucing up an old room . . .

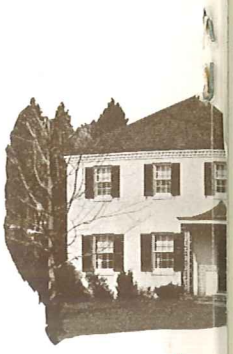


More before-and-after pictures show what can be done inexpensively to make an old room young again without buying all new things. Here the basis for the transformation is a simple but effective special design in Armstrong's Azure Blue Jaspé Linoleum. Cut in triangles and laid with alternating grain, it forms a sort of subdued elusive changing background, so much more interesting than Jaspé laid in one piece. As a background for a floral rug, nothing could be prettier or more practical.

What others say a







W. C. Griffith, Indianapolis, Indiana, writes:

"We used Armstrong's Linoleum in four of the nine rooms in our country house. In addition, we also put it down in all hallways and baths. We used Armstrong's Linowall in two of the baths, and Mrs. Griffith is very much pleased with the entire installation. The attractive coloring and special insets add greatly to the individuality of the different rooms, and we have found that from a practical standpoint it is much easier to clean and more sanitary than any other kind of floor covering."





L. P. Kimball, Baltimore, Maryl

"I want to expres pleasure and satisfa the Armstrong's Lino recently installed in first floor of my hor

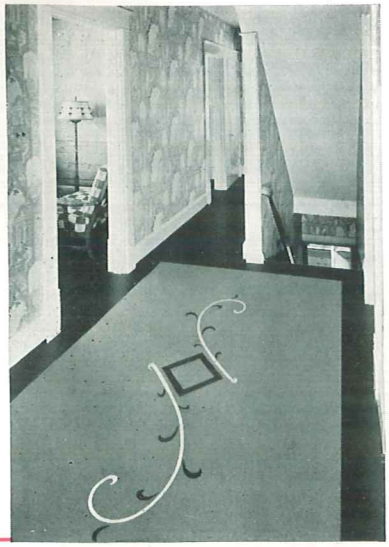
"The combination and patterns not avail conventional flooring usually chosen for a h type results in a ver appearance to which plan of decoration can adapted."

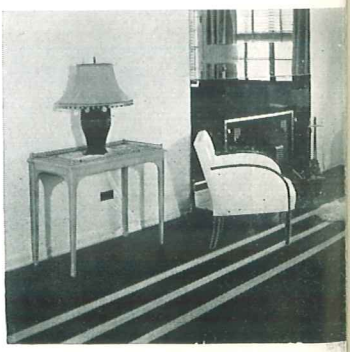


Mrs. J. B. Wallace, Cleveland, Ohio, writes:

"I am taking this opportunity to advise of our complete satisfaction in Armstrong's Linoleum and Rubber Tile recently installed in our home.

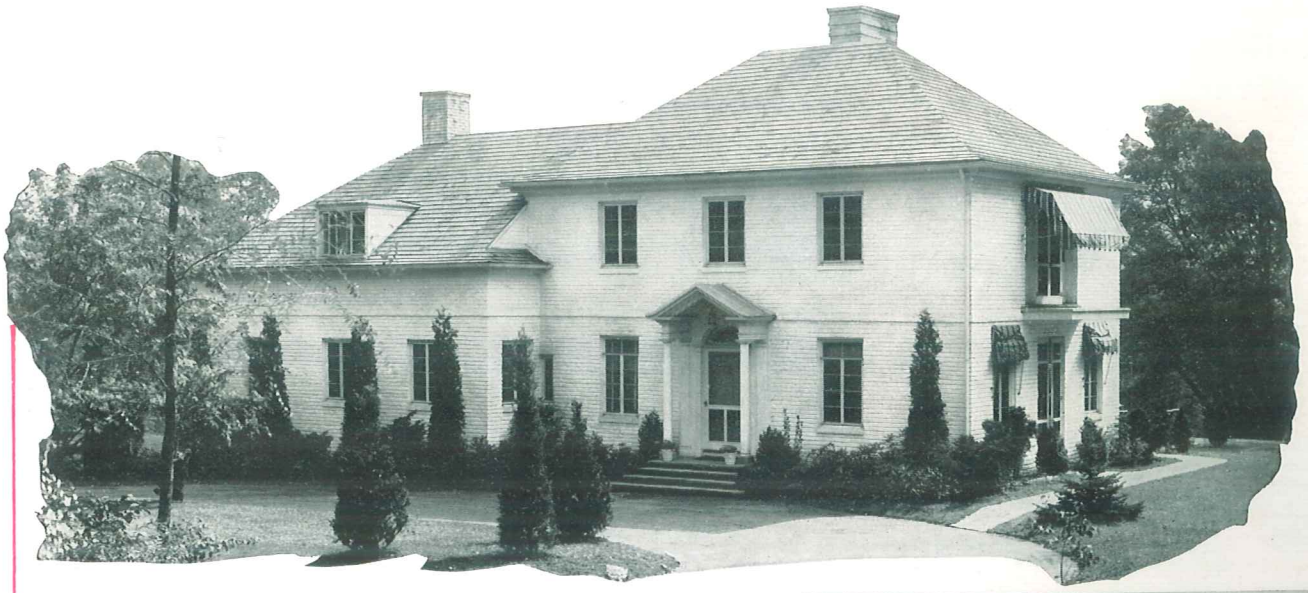
"We have either Armstrong's Linoleum or Rubber Tile in practically every room in the house including the entire areas of two bathrooms which makes them modern, colorful, and practical as well as spotlessly clean in appearance and very beautiful."





Modern floors of Armstrong's Linoleum are ideal for every room

MANY persons ask what others think about using linoleum floors in rooms other than kitchens and baths. If you could visit the home pictured below or those shown on pages 14, 15, and 16, you'd have the answer. The idea of using linoleum in every room in the house has spread so rapidly that today it is regarded as the fashionable thing to do. Home owners everywhere have recognized the advantages of colorful, easy-to-clean floors for rooms other than kitchen and bath. Now it is easy to have individualized floors of linoleum in which plain, Jaspé, or marbleized colors are combined to form interesting designs. (See pages 20 and 21.) The easiest way to create a pleasing color scheme in a room is to plan the floor first, since it is the largest unbroken area. Once its color and design have been established, it is easy to blend the rugs, drapes, wall coverings, upholstery, and furniture into an harmonious whole. By using modern linoleum floors, which are offered in designs and color effects suitable for every period of decoration, one can enjoy much more freedom in room planning than is possible with commonplace materials. Instead of being merely something to walk on, a linoleum floor, in addition to its many other good points, becomes a vital part of the decorative scheme—a colorful setting that will show off other furnishings to best advantage. The homes shown on pages 14 to 17 are but a few of the thousands of fine residences throughout the country in which you will find Armstrong's Linoleum installed in the better rooms. Please read what the enthusiastic owners have to say about their linoleum floors. Then let your local Armstrong merchant tell you how little it will cost to have modern floors of which you will be proud.



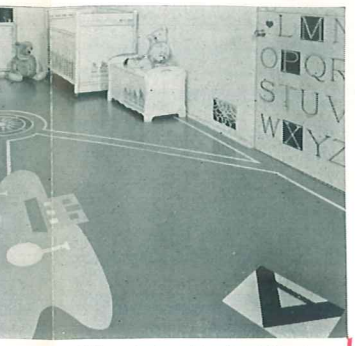


Mrs. Ethel H. McCullough, Bryn Mawr, Pennsylvania, writes:

"The linoleum floors you put in my house a year ago have been very satisfactory and very much admired.

"A number of my friends had not seen the linoleum used in dining-room and hall with such good effect before, harmonizing well with the Georgian type house. I find it saves work in a number of ways, such as not having to have the rugs cleaned."

oom in the house!



(Floor designed by Paul Zaszlo)

Angeles, California, writes:
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sed in my house in the kitchen,
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as it is so easy to keep clean.
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L. A. Woodin, Wellsboro, Pennsylvania, writes:

"We have been living in our new home with Armstrong's Linoleum Floors throughout for over a year. I have often remarked that the floors look as good if not even better than they did when we moved in.

"Colorful patterns in our floors gave us a base from which has resulted a house full of rooms, each in itself a distinctive portion of what every home builder desires—an attractive, livable house which one can proudly call a home."







Mrs. Martin L. Hampton, Sunset Island, Miami Beach, Florida, writes:

"I decided on Armstrong's Linoleum because I found such a beautiful range of colors. It is a joy to have our home completely equipped with linoleum floors. . . . We have had many compliments on our floors."

County, Missouri, writes:
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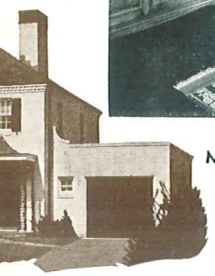
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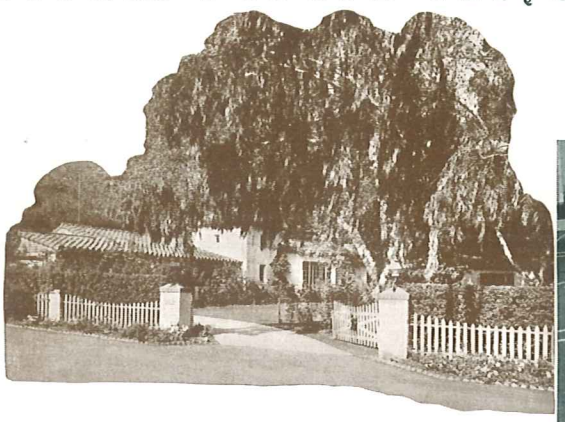


Mrs. Viola M. Hunt, Rosemont, Pennsylvania, writes:

"In 1930, I built a house at Devon, Pennsylvania, in which I used Armstrong's Linoleum in all the rooms on the first floor.

"When I decided to build at Rosemont last year, it was a foregone conclusion that I would use Armstrong's Linoleum throughout the entire house.

"I have had experience with hardwood floors in other houses I have owned, and the linoleum is so much easier to take care of; so much quieter, and more resilient to walk on, that there is no comparison."

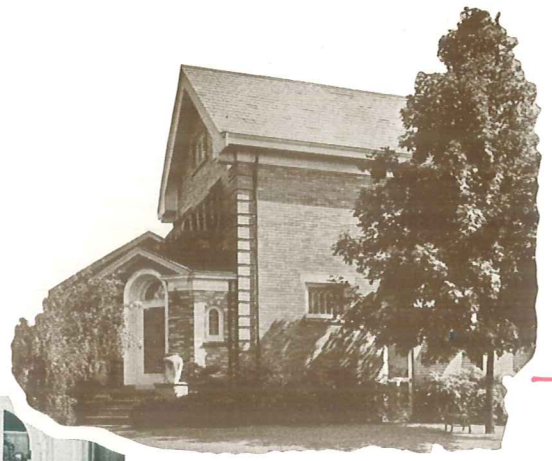




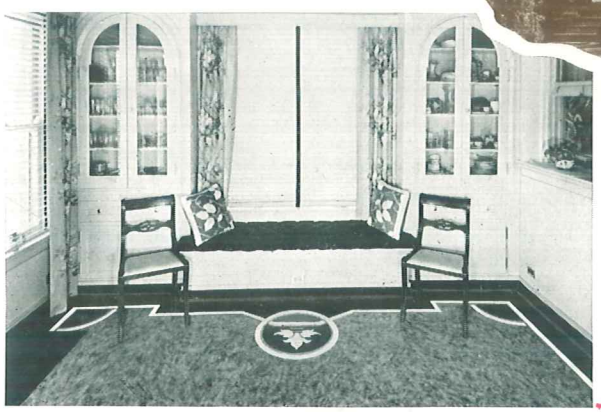
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Mr. Paul Kohner, West Los Angeles, Cali

"I would like to take this you how pleased I am with strong's Linoleum used in my service porch, breakfast room found it very practical, esp room and nursery, as it is so The floors in these two room design, very attractive. Th carried out only because of tl colors of your products."

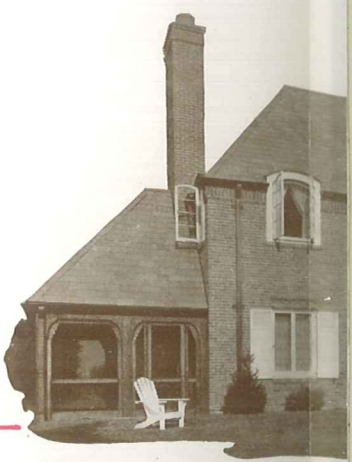


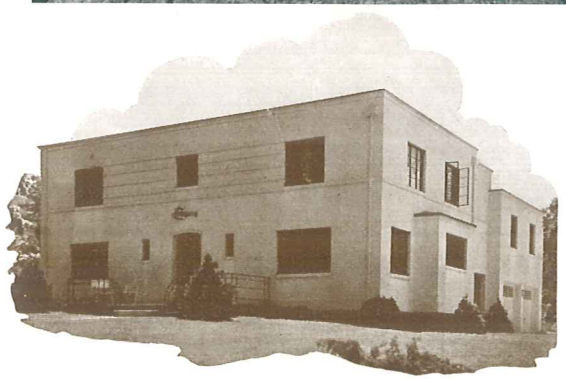
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Mrs. L. C. Nowland, Ft. Mitchell, Covington, Kentucky, writes:

"It is a pleasure to advise you that the Armstrong's Linoleum Flooring with Cove Base installed in my sunroom and kitchen is a very beautiful and serviceable floor. The decorative effect achieved by the use of your linoleum blends in with the general decorative scheme of the room. I also find that they always look nice with a minimum amount of work."







Mrs. Katherine L. Frazer, Oxford, Ohio, writes:

"In planning the interior of my new home, I considered nothing but linoleum for my entire downstairs, because it lends itself so perfectly to modern treatment.

"After three months of trial I have been impressed with the ease in caring for these floors with Armstrong's Liquid Wax.

"There is the added satisfaction of sanitation which I have never experienced with other floor coverings. There are no longer any worries of permanent ruin when something is accidentally spilled."

Mrs. Victor S. Sandrock, St. Louis County, Mis

"When planning our new house the House Beautiful magazine a floor covered with Armstrong's thought it beautiful in addition t iceable, so I consulted our archite highly recommended the use of y

"The completed floor is one of l find that a floor of this kind in a is very desirable due to the ease can be kept clean.

"We have received many comp the design and color of the floor a happy with it."

A triumph of planning . . .



This small workshop has about everything—a concentrated food preparation center, a place to sew, facilities for writing, and equipment for ironing. One of milady's favorite costume color schemes has been chosen—navy blue and shell pink with chic polka dot decoration. The floor of Blue Marbelle Linoleum No. 013 is simply treated with twin bands of plain blue linoleum. Walls are Rose Coral Linowall No. 774. Glass brick walls studded with deep pink geraniums, and windows with white bamboo shades under plain pink waterproofed silk curtains, climax this highly successful kitchen-office.

Like a private suite . . .



Space once occupied by a closet has been remodeled to provide a smart modern bathroom adjoining this deliriously lovely bedroom for a young lady. The floor of serene platinum gray Jaspé linoleum serves as a fine foil for a handsome hand-blocked paper of authentic Climois design in muted greens, blues, and pinks on a charcoal background. Instead of the usual border treatment, the willow green plain linoleum at the baseboards, treated in opulent scallops, carries through the doorway and around the panel of plain gray linoleum in the bathroom. Walls and ceiling of the bath are Linowall No. 774.



"And I designed the floor myself"

INDIVIDUALITY OF FLOOR DESIGN is easily obtained with Armstrong's Ready-Cut Linosets. *And you can design the effects you want yourself!* From the variety of smartly styled patterns and colors available in these ready-made linoleum insets, you'll find it fun to create distinctive floor designs . . . to individualize your room schemes. And you'll be pleasantly surprised at the low cost of these attractive Linosets, created by Armstrong's skilled interior decorators. Custom-Craft motifs—stars, scrolls, circles, chevrons, petals, leaves, and rosettes—also can be used to create distinctive floors. See the interesting assortment of designs offered by your linoleum merchant.





Ready-Cut Linoset No. 926
Fruit Design



Ready-Cut Linoset No. 934
Anchor Design



Ready-Cut Linoset No. 927
Cup and Saucer Design



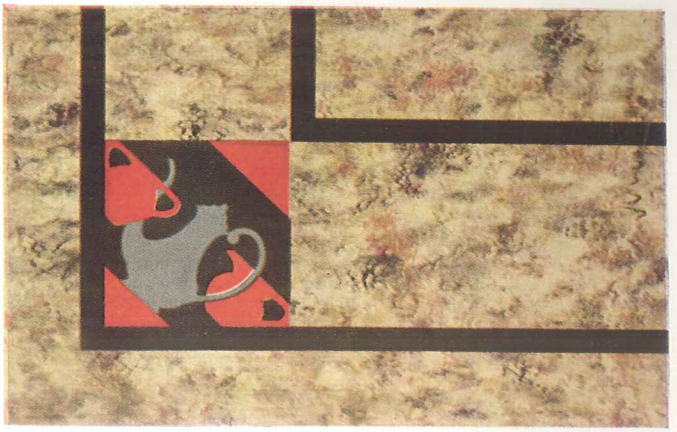
Ready-Cut Linoset No. 932
Fish Design

Special floor effects in Armstrong's Linosets

BELOW YOU SEE a number of especially pleasing floor designs achieved with Linosets. Combined with Linostrips—ready-cut strips of linoleum—they provide the beauty of custom-designs at a most modest cost. Get paper and pencil and start designing new individualized floors for your home today! It's grand fun!



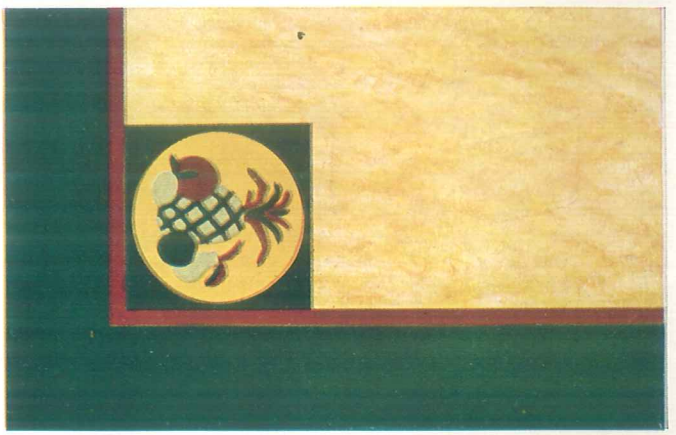
The graceful, flowing lines of the Flamingo Linoset form a decorative and pleasing design. The Linoset could be effectively used in the center of the floor in a small bath or placed in each corner of a sun porch.



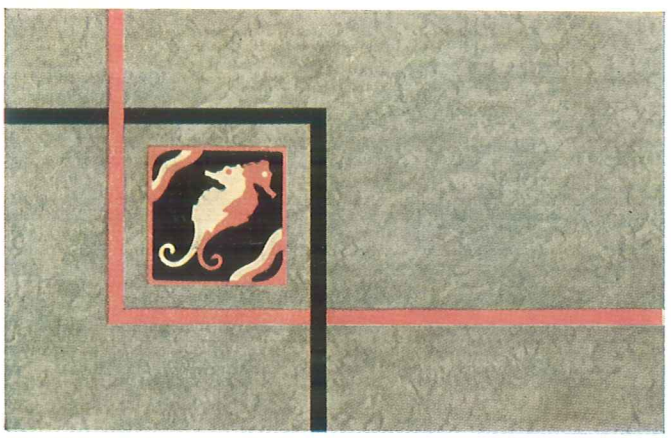
Breakfast rooms and kitchens may be enlivened by the warm colors and charming design of the Tea Service Linoset. Many of the other distinctive floor treatments shown on this page may also be used with this Linoset.



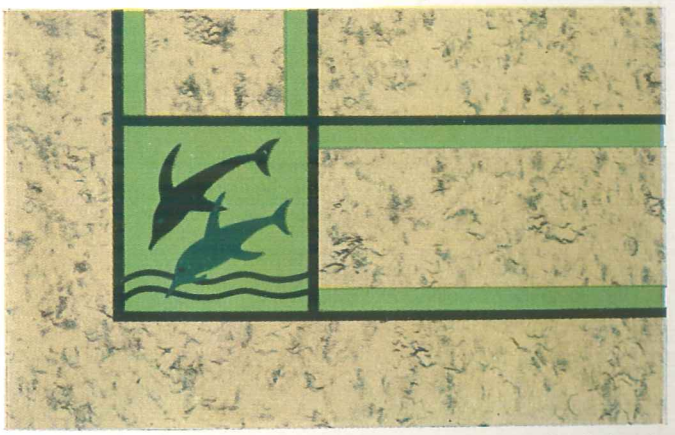
Strong red and blue predominate in this gay Mixing Bowl Linoset. Placed in the floor on diagonal lines it may cut across the center of a small room, or be used to decorate the corners of a large kitchen.



Mexican colors were chosen for the Tropical Fruit Linoset. The color combination shown here will cheer a sunless room, or add color to a bright one. The Linosets shown here are equally good inset in Linowall.



The little powder room which is tucked away under the stairs will be more interesting and colorful if this cunning Sea Horses Linoset is added to the floor. The dainty colors also make this Linoset good for baths.



The cool colors of the Porpoise Linoset are restful and the design is adapted to use in many different rooms, such as baths, powder rooms, playrooms, and so forth. This floor design is particularly attractive.

A few quick hints on floor care . . .







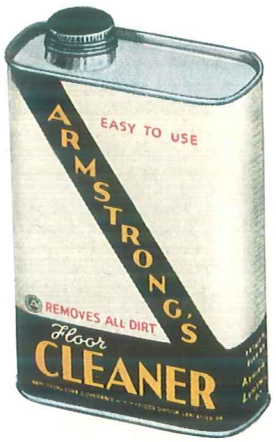
KEEPING LINOLEUM CLEAN is easy. Here is the proper maintenance method, which will make the job easier and will help to preserve your new floors for years.

THE FIRST STEP IS waxing the new floor. Armstrong's Linogloss Wax has been specially developed for linoleum. It is easy to apply, spreads evenly, and *needs no polishing*. Linogloss Wax protects the surface of the linoleum and also makes dusting and cleaning much easier.

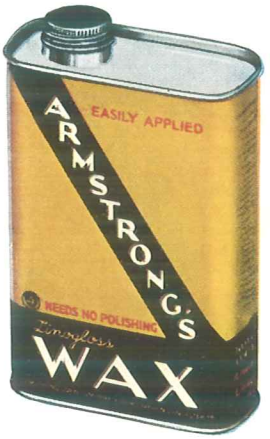
BEFORE RE-WAXING make sure your floor is clean. Wash it with Armstrong's Floor Cleaner. All the ordinary care these floors require is a daily dusting with a dry mop. Spilled food—tracked-in mud, and other common stains wipe up quickly and easily with a damp cloth.

One other very practical suggestion—use inexpensive Armstrong's Furniture Rests under heavy pieces of furniture to prevent the legs from denting the linoleum.

Armstrong's Floor Cleaner was developed specially for linoleum. It is a neutral agent, free from strong alkalis or harmful abrasives. This cleaner is easier to use than soap and water.



Armstrong's Linogloss Wax is a superior, self-polishing wax. Apply it with cloth or wax applicator. Dries with pleasing lustre. Polishing is unnecessary unless you want a high gloss.





Armstrong's Linowall Decorative—Enduring

Armstrong's Linowall is a permanent linoleum-like wall covering which costs about half as much as tile, marble, and other permanent materials. Its 30 attractive patterns comprise marbleized designs, tile and wood effects, attractive burl designs, and plain pastel colorings. Linowall can be inlaid with other colors of Linowall, or with linoleum, wood, or metal to create the most original wall designs.

Being resilient, Armstrong's Linowall resists cracking, chipping, and denting. Like linoleum, it is washable, is flexible enough to be bent around corners, and can be quickly installed over new or old plaster that is sound as well as over wallboards.

The only approved method for installing your linoleum floors

To make sure that your new linoleum floors will give lasting service, insist that they are installed the only approved way—*over felt*. This method has been tested through years of research and experience by Armstrong and assures you of a permanent floor—smooth, warm, and sanitary.

And there's good reason for it! The lining felt takes up any contraction and expansion of the floor boards caused by seasonal changes in temperature and humidity. It prevents your linoleum from cracking or buckling. It also adds to the natural warmth and springiness of the linoleum and thus provides the further advantage of greater comfort underfoot.

Once the lining felt is laid, the linoleum is tailored to the exact floor measurements. The next step is cementing it to the felt, followed by rolling which smooths the material out. All edges of the linoleum are so carefully matched and the seams are so carefully cut, that you can hardly detect where one piece stops and another begins. That is the secret of fine craftsmanship in linoleum installation!

The result is a floor for your home that is permanent, smooth as a table top, and without cracks, crevices, or any other fissures to catch and hold onto dirt. Another important advantage is that this attractive floor never requires expensive refinishing. A complete installation can be made in about eight hours. Once installed, linoleum, properly maintained the easy Armstrong way, provides a floor of enduring beauty and comfort —one that you will be proud of for years to come.



Armstrong's Flash Type Cove Base

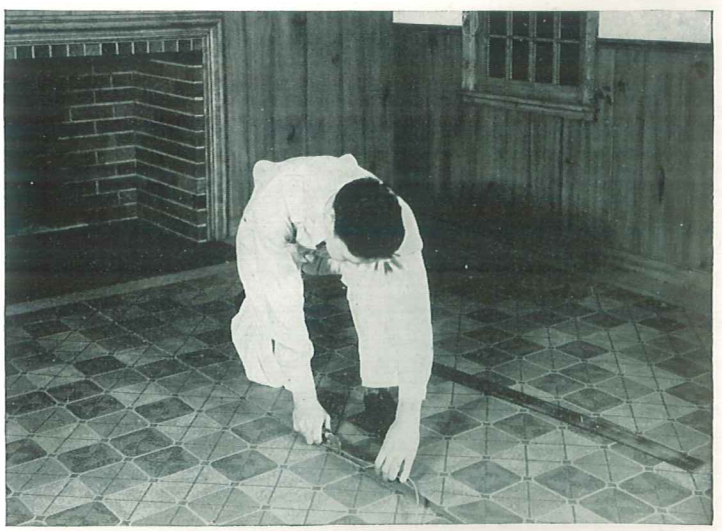
Clean-easy corners! Made possible with Armstrong's Flash Type Cove Base. Can be used with new or old linoleum floors. This treatment is ideal where Linowall is applied in conjunction with a linoleum floor.



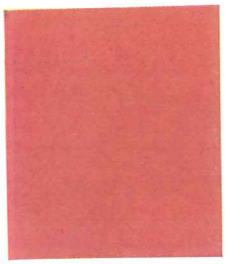
After the floor boards have been smoothed, made level, and loose boards have been nailed down, Armstrong's Lining Felt is accurately measured to room dimensions, pasted securely to the wood subfloor, and then rolled smooth.



Next the linoleum is tailored to fit the room. It then is cemented securely to the lining felt, which takes up expansion and contraction of the old wood floor boards, and adds to the linoleum's natural warmth and springiness.



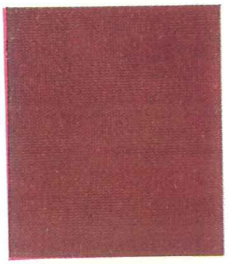
Edges are now carefully matched to prevent seams from showing. Borders are fitted under baseboards and cemented into place. And for the final step, the linoleum floor is rolled and the seams are weighted down with sandbags.



No. 49
Coral



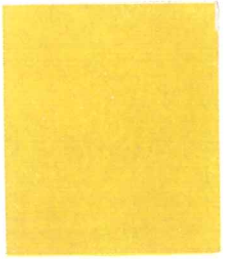
No. 44
Willow Green



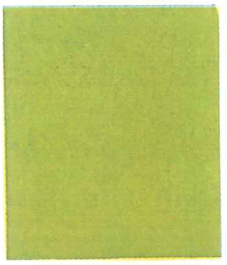
No. 37
Deep Rose



No. 34
Cerulean Blue



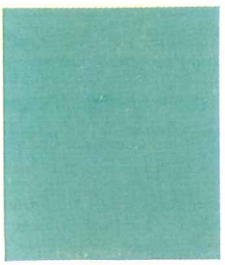
No. 48
Canary Yellow



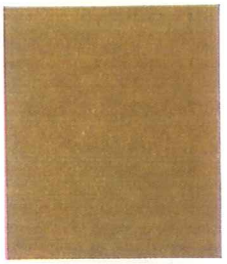
No. 33
Chartreuse



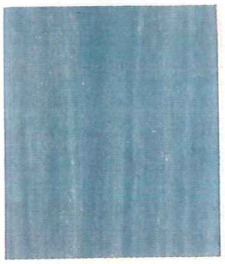
No. 26
Silver Gray



No. 38
Turquoise



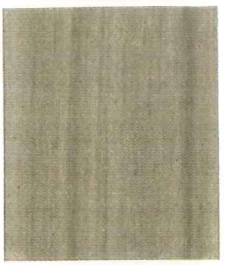
No. 28
Tan



No. 6
Azure Blue Jaspé



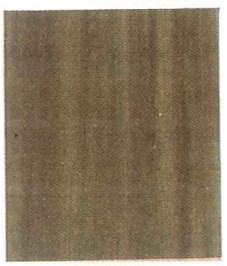
No. 10
Rust Jaspé



No. 13
Driftwood Gray Jaspé



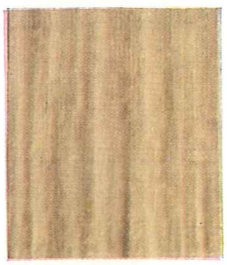
No. 14
Rose Taupe Jaspé



No. 12
Taupe Jaspé



No. 8
Teak Brown Jaspé



No. 9
Tan Jaspé

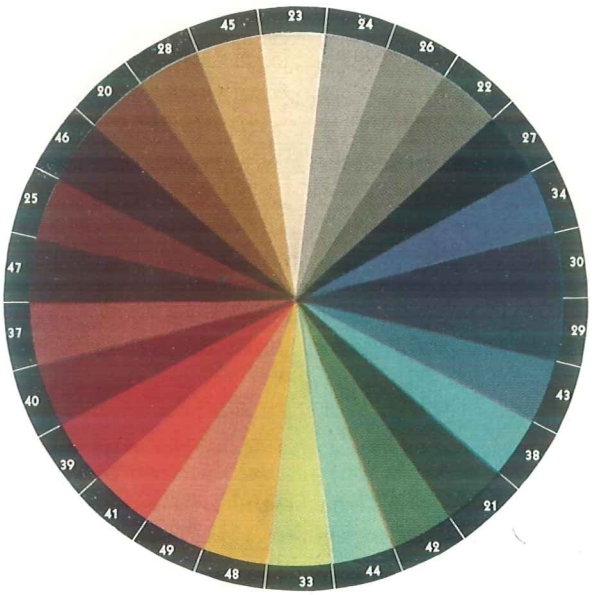


No. 011
Apple Green Jaspé



No. 4
Light Taupe Jaspé

Armstrong's Plain and Jaspé Linoleum



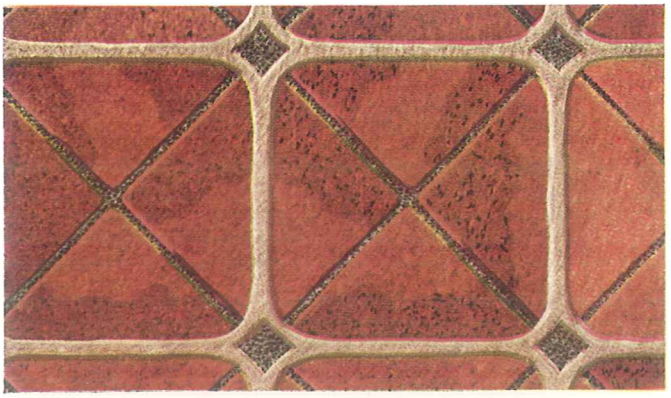
AROUND THE COLOR WHEEL *are the step-by-step gradations of tones available in Armstrong's Plain Linoleum. Note especially how the tones progress from darker to lighter shades.*

COLORS that run the whole range of a painter's palette can be had in Armstrong's Plain and Jaspé Linoleum. The variety of this color series makes it easy for you to find the right hue to go with any room scheme you may have in mind. There are colors to harmonize with both modern and period decorations. Match them or mix them as you see fit. Pay special attention to the smart, one-direction graining which runs through each Jaspé pattern. This "texture" provides unlimited decorative possibilities for custom floors, and has the additional value of serving to mask footprints most effectively.

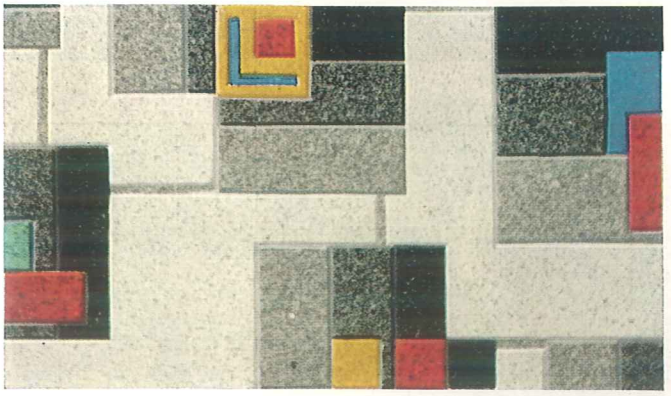
Armstrong's Embossed Inlaid Linoleum

In Embossed linoleum, made only by Armstrong, portions of the design are slightly depressed, producing a floor in which the blocks and other design elements stand out in relief. From a decorative standpoint, the relief texture breaks up high lights and emphasizes the beauty of the patterns. Streamlining of the embossing means ease of cleaning.

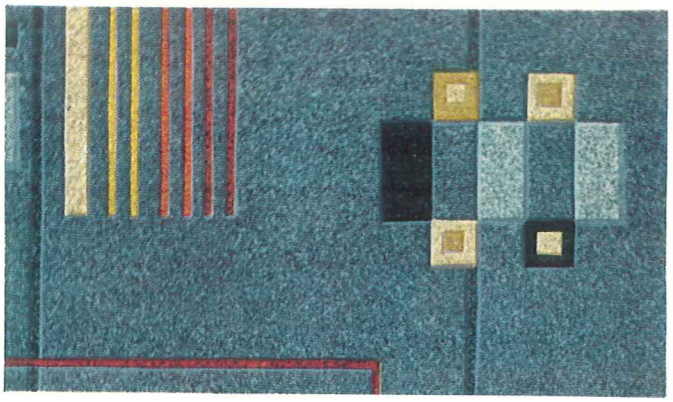
Multiplane Embossing, achieved by an exclusive process, is another Armstrong "Fashion First" that provides greater floor beauty. You must see and feel the Armstrong's Embossed Linoleum Patterns to fully appreciate their superb colorings, designs, and delightful textures.



No. 6310 Embossed Inlaid—Heavy (⅛") Gauge



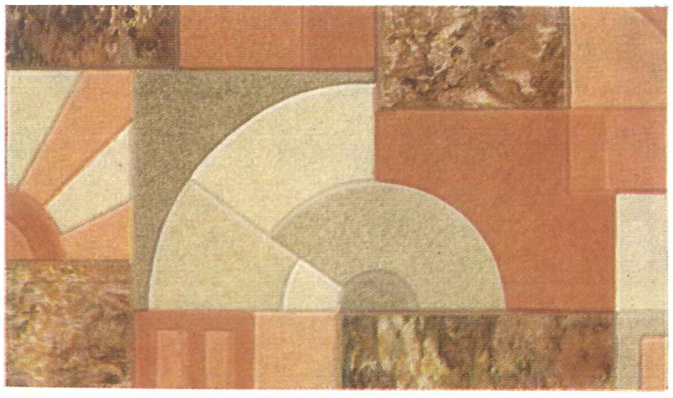
No. 6350 Embossed Inlaid—Heavy (⅛") Gauge



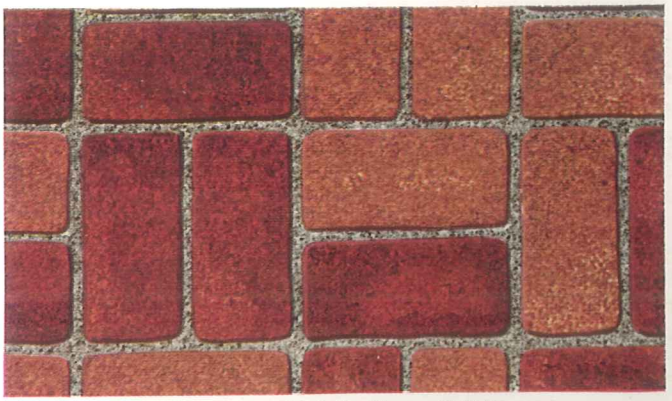
No. 6361 Embossed Inlaid—Heavy (⅛") Gauge



No. 6280 Embossed Inlaid—Heavy (⅛") Gauge

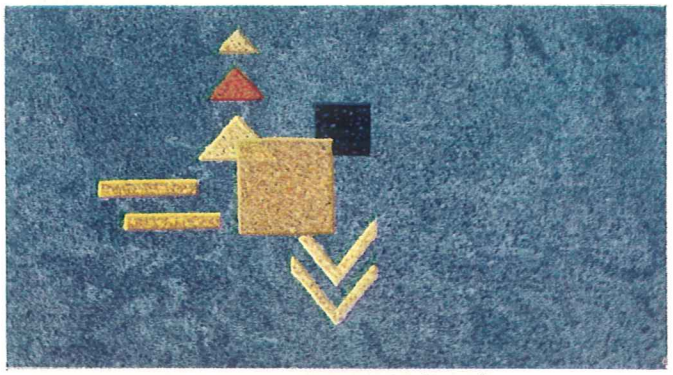


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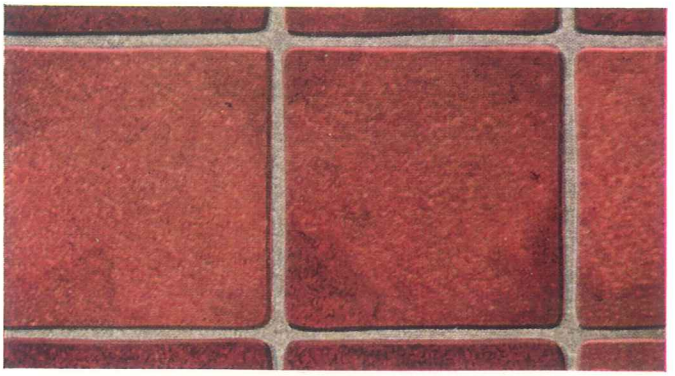


No. 6260 Embossed Inlaid—Heavy (⅛") Gauge

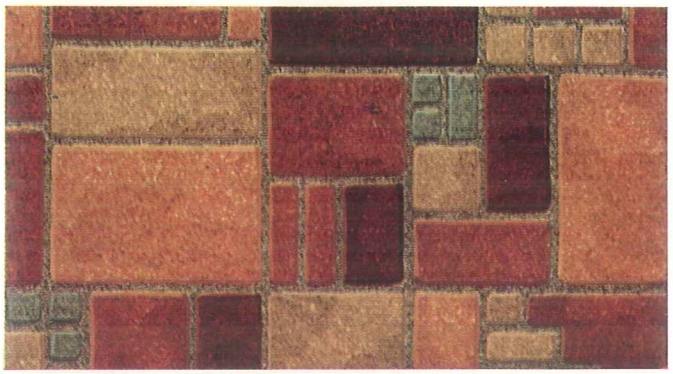
Armstrong's Embossed Inlaid Linoleum



No. 3431 Embossed Inlaid—Medium Gauge



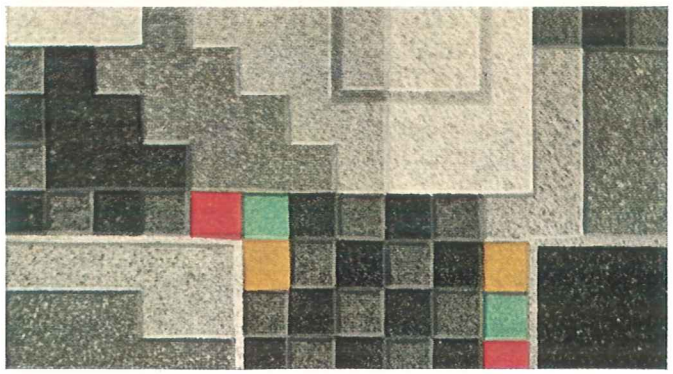
No. 3350 Embossed Inlaid—Medium Gauge



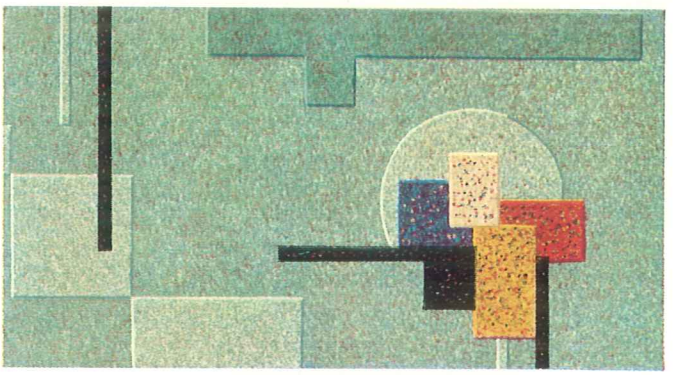
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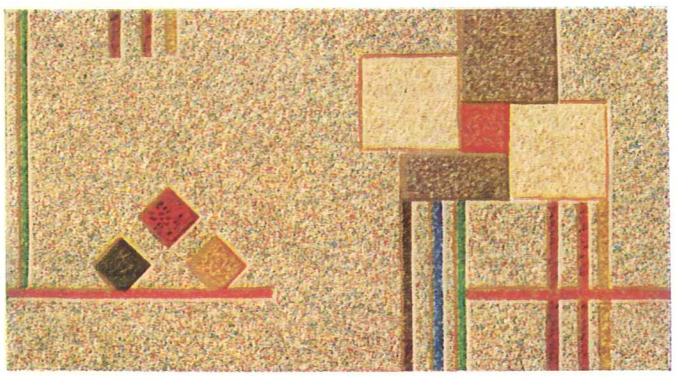
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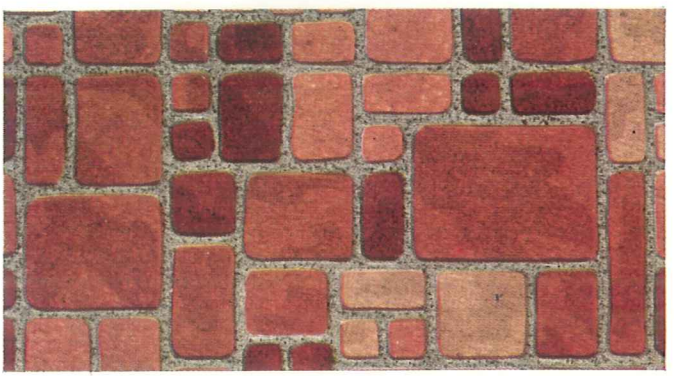
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No. 3421 Embossed Inlaid—Medium Gauge

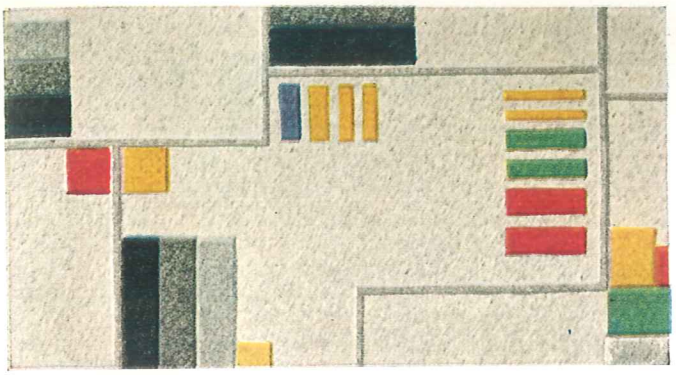


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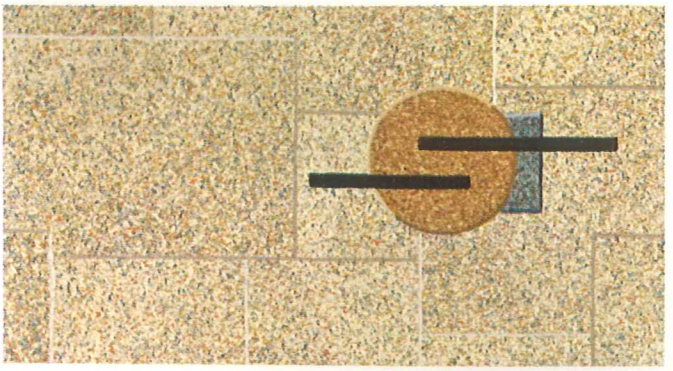


No. 5352 Embossed Inlaid—Standard Gauge

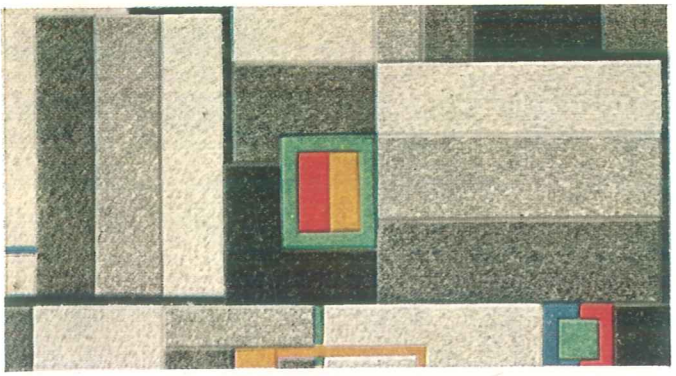
Armstrong's Embossed Inlaid Linoleum



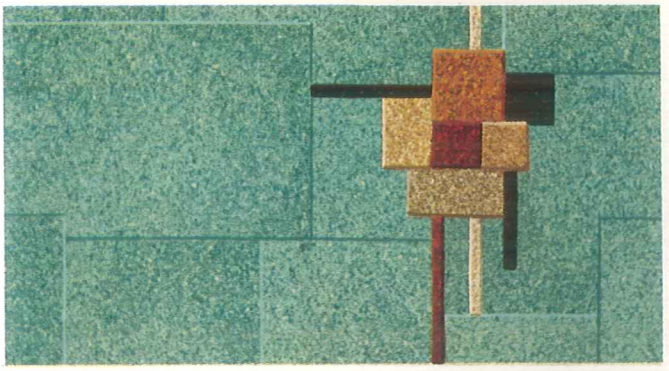
No. 5641 Embossed Inlaid—Standard Gauge



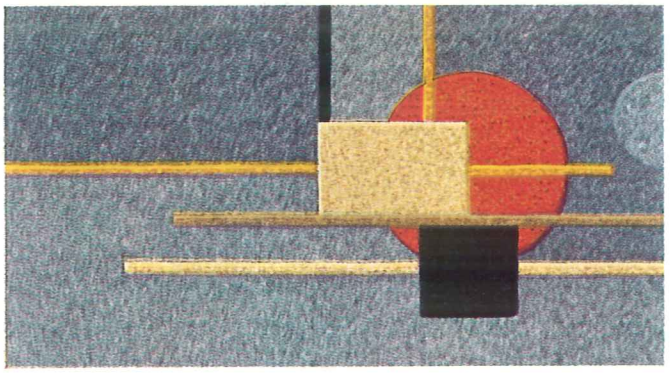
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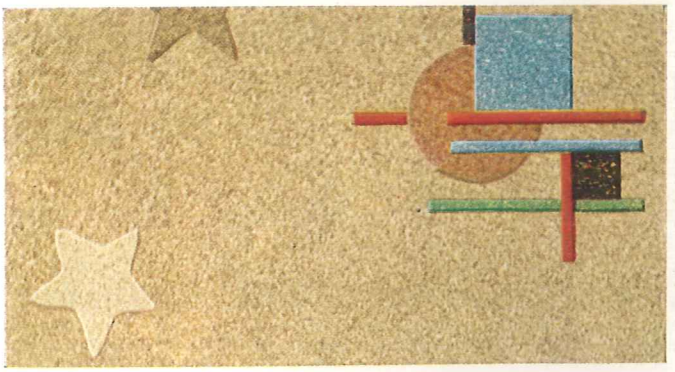
No. 5531 Embossed Inlaid—Standard Gauge



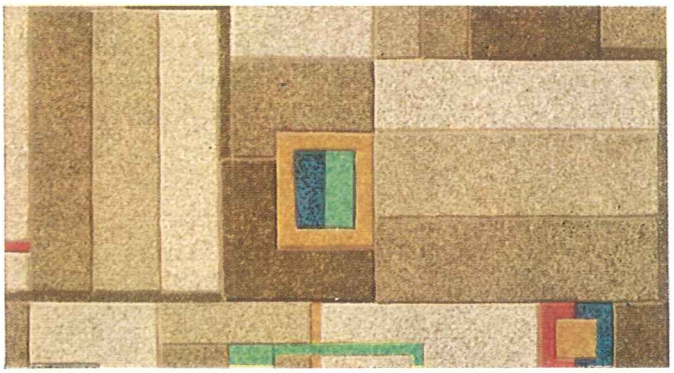
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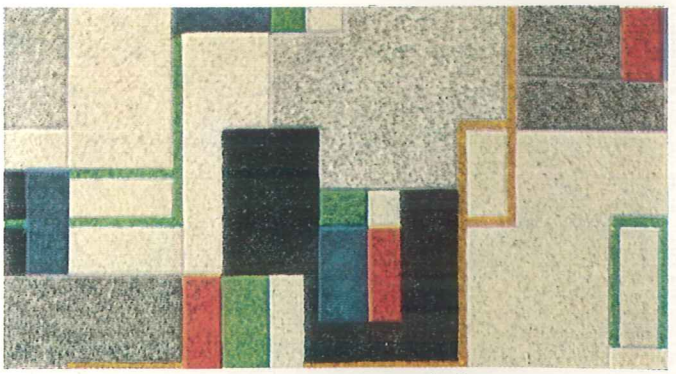
No. 5651 Embossed Inlaid—Standard Gauge



No. 5662 Embossed Inlaid—Standard Gauge



No. 5530 Embossed Inlaid—Standard Gauge

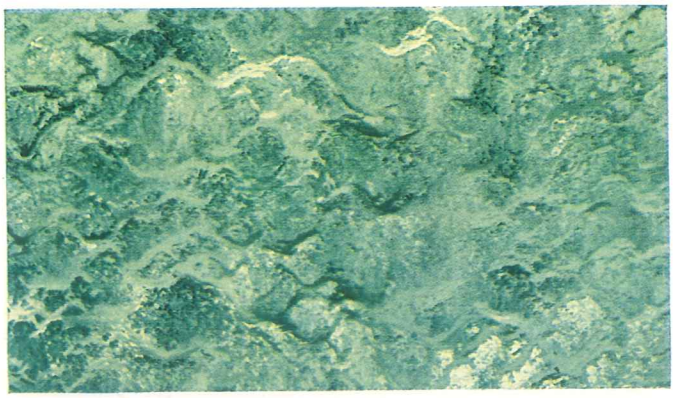


No. 5571 Embossed Inlaid—Standard Gauge

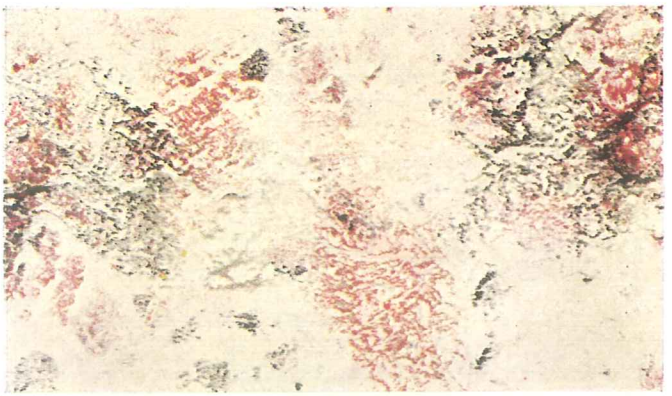
Armstrong's Marbelle and Monobelle Linoleum

The carefully blended colors and rich graining of Marbelle linoleum make it a favorite in fine homes everywhere. Shown on this and the following pages are just a few of the rich colorings available. The stunning swirl graining is not only a "thing of beauty" but a clever design-method of masking footprints. The pleasing colors in these practical patterns will never wear off because they run right through the full thickness of the linoleum.

The only difference between Marbelle and Monobelle lies in the fact that flecks of *various* color shades make up a Marbelle pattern . . . whereas, in Monobelle, different tones of a single color are blended to provide close harmony.



No. 08 Marbelle



No. 016 Marbelle



No. 021 Marbelle



No. 034 Marbelle

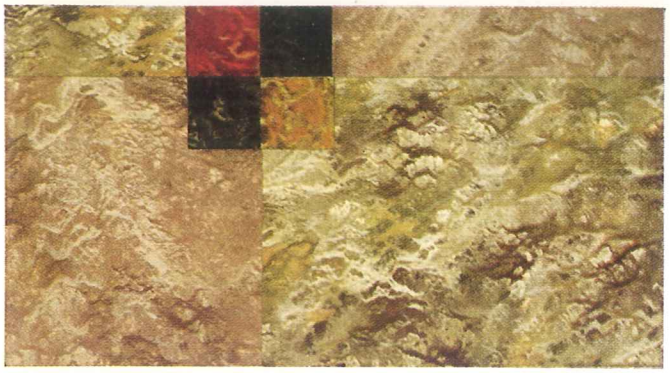


No. 043 Monobelle

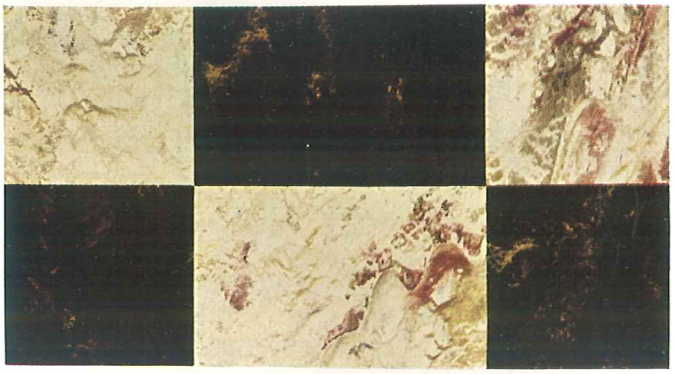


No. 042 Monobelle

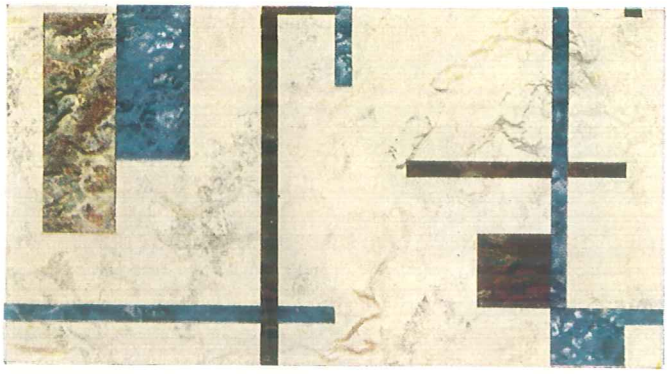
Armstrong's Straight Line Inlaid Linoleum



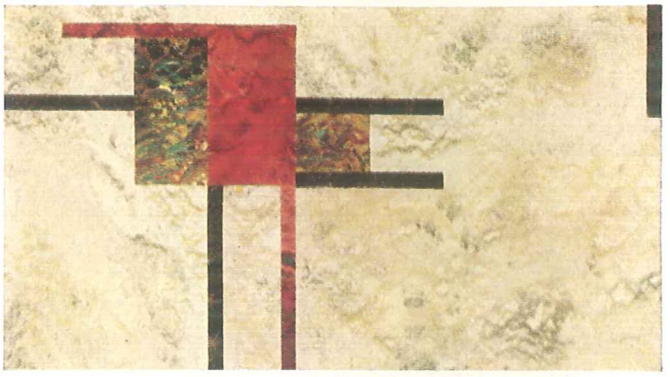
No. 682 Straight Line Inlaid—Heavy (⅛") Gauge



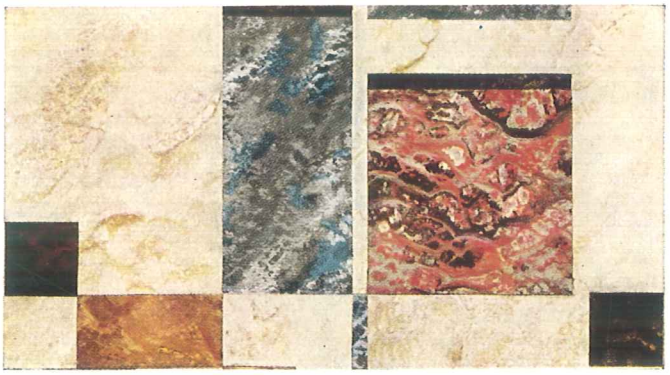
No. 247 Straight Line Inlaid—Heavy (⅛") Gauge



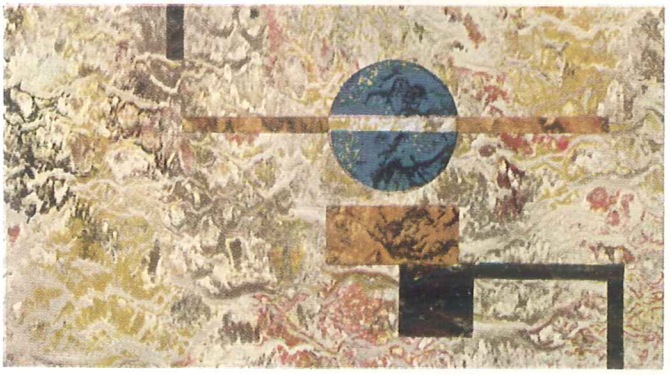
No. 671 Straight Line Inlaid—Heavy (⅛") Gauge



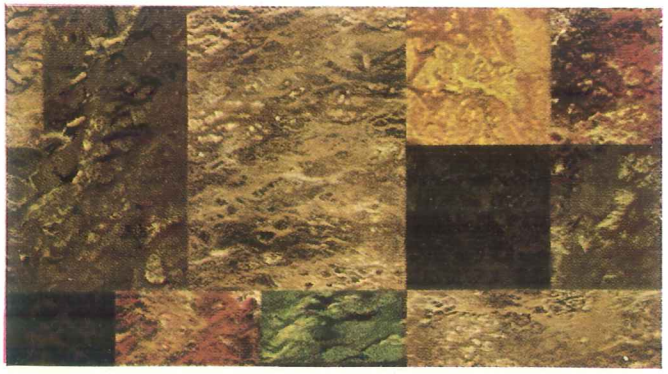
No. 690 Straight Line Inlaid—Heavy (⅛") Gauge



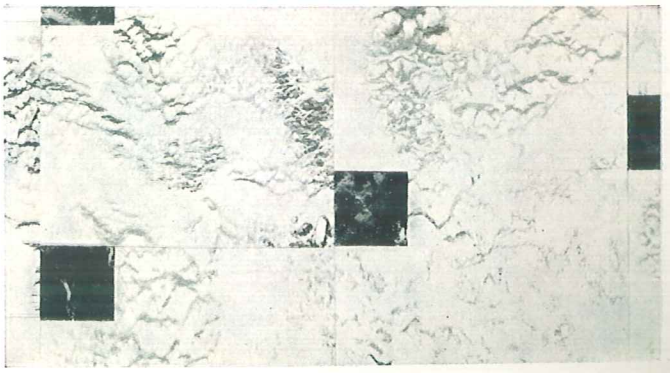
No. 14290 Straight Line Inlaid—Medium Gauge



No. 14311 Straight Line Inlaid—Medium Gauge

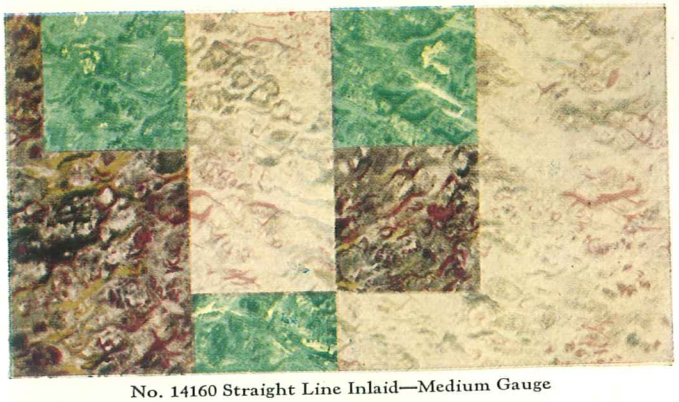


No. 14272 Straight Line Inlaid—Medium Gauge

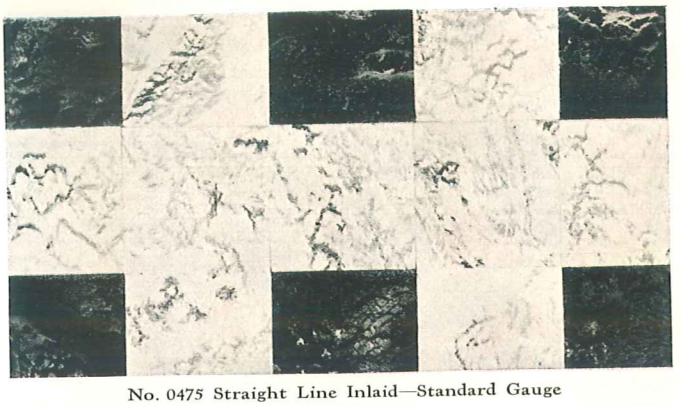


No. 14320 Straight Line Inlaid—Medium Gauge

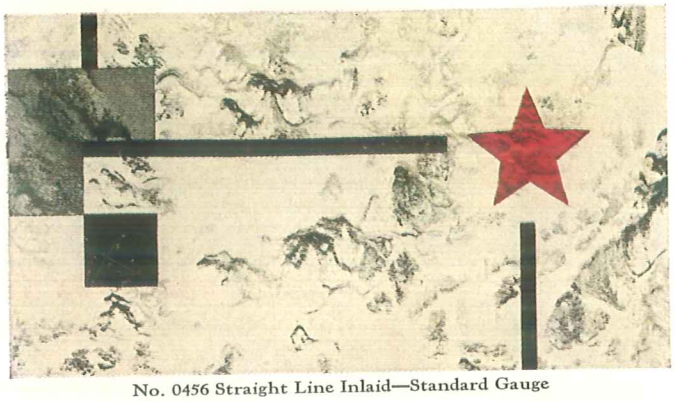
Armstrong's Straight Line Inlaid Linoleum



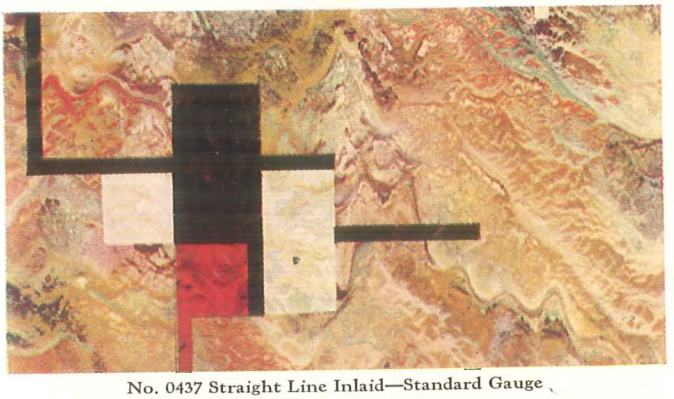
No. 14160 Straight Line Inlaid—Medium Gauge



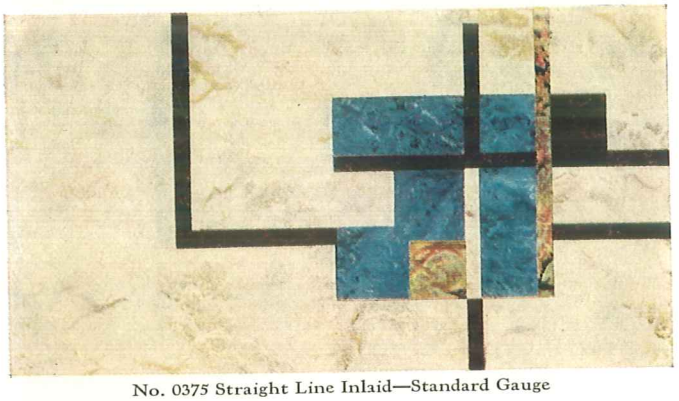
No. 0475 Straight Line Inlaid—Standard Gauge



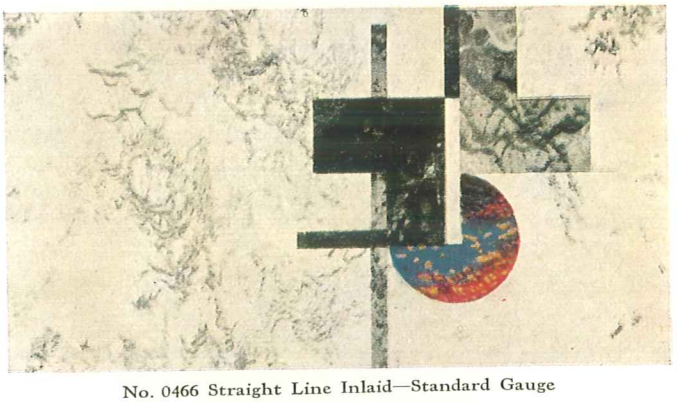
No. 0456 Straight Line Inlaid—Standard Gauge



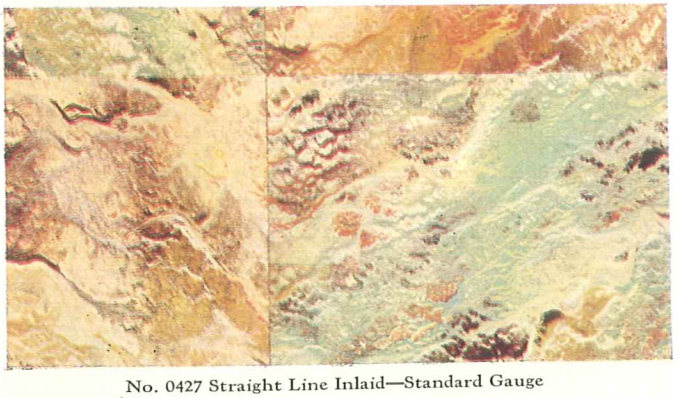
No. 0437 Straight Line Inlaid—Standard Gauge



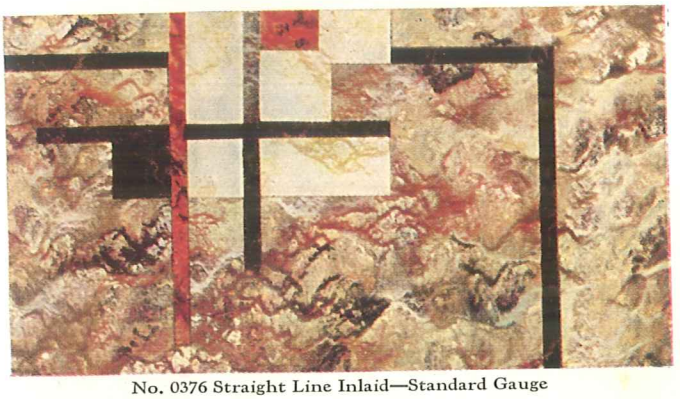
No. 0375 Straight Line Inlaid—Standard Gauge



No. 0466 Straight Line Inlaid—Standard Gauge



No. 0427 Straight Line Inlaid—Standard Gauge



No. 0376 Straight Line Inlaid—Standard Gauge


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